

**Table 7.11-- CHARACTERISTICS OF VISITOR PARTY HEADS,
BY DIRECTION OF TRAVEL: 1993**

[Limited to visitor party heads staying overnight or longer. Includes both visitors destined to and beyond Hawaii]

Subject	Total	Westbound	Eastbound
All visitor party heads	3,380,100	2,023,940	1,356,160
Occupation:			
Senior management, executive	348,600	232,820	115,780
Middle management	325,590	206,830	118,760
Sales, marketing	311,700	192,840	118,860
Clerical, administration	291,290	98,030	193,260
Professional	573,610	427,720	145,890
Technical, trade	213,340	121,800	91,540
Labor	125,220	25,820	99,400
Farming/Fishing	17,060	11,610	5,450
Homemaker	150,060	53,540	96,520
Military service	39,870	23,670	16,200
Military dependent	5,360	2,890	2,470
Student	222,280	102,480	119,800
Self-employed	229,980	146,580	83,400
Retired	295,030	259,280	35,750
Other non-employed	47,790	18,960	28,830
Other employed	183,270	99,050	84,220
Trips to Hawaii:			
First trip	1,502,780	769,100	733,680
Second trip	655,150	374,430	280,720
Third trip	320,380	202,390	117,990
Fourth trip and over	901,790	678,020	223,770
Persons in party:			
1 person	1,239,500	808,510	430,990
2 persons	1,406,100	930,960	475,140
3 persons	256,390	120,860	135,530
4 persons	262,960	105,120	157,840
5 persons or more	215,150	58,490	156,660

Source: Hawaii Visitors Bureau, records.